

MEMORANDUM TO: MHSOAC

FROM: Sandra Duval
Chief Officer of Policy and Research

DATE: May 16, 2008

RE: MHSA Issues

United Advocates for Children and Families is a statewide organization comprised of parents, family members, caregivers, parent partners, youth and other advocates for children's mental health. Our mission is to promote the emotional, behavioral and social well-being of children, youth and families through transformational leadership.

UACF is pleased to report that we are launching a statewide campaign focused on early identification and intervention. Our campaign's theme is *Be a Friend of Mind...Start Early™*.

The main goals of this campaign are:

1. To create public awareness of the devastating impact that mental illness can have on children and their families.
2. To reduce the stigma and discrimination surrounding mental illness.
3. To help families seek early intervention for their children who have or are at risk of developing a mental illness.

UACF is creating a coalition of likeminded organizations and individuals to saturate our message throughout the entire state. On May 28, 2008, there will be a video conference at five sites throughout California to kickoff this campaign. The five sites will be at UACF in Sacramento, Stars Behavioral Health Group in Oakland, Star View Community Services in Compton, A.C.E.S. in Redding and Alliant International University in Fresno.

At each site families with children in the mental health system will gather to learn how to be an effective voice for children's mental health in their community and to share their community's successes and challenges.